

Texas Chefs Association

Winter Board Meeting

February 2, 2020

Texas Beef Council

Austin, TX



I. Administrative

A. Call to Order: President Kelly Cook, CEC, AAC called the meeting to order at 8:00 am. He welcomed all to the Winter Board Meeting of the Texas Chefs Association.

B. Invocation: Len Pawelek, CEC performed the invocation

C. Roll Call, Sign In & Quorum: A quorum was present. Those in attendance were:

President	Kelly Cook, CEC, AAC
1 st Vice President	Len Pawelek, CEC
2 nd Vice President	Rick Neal, CEC
Chairman of the Board	Mark Schneider, CEC, CCE, AAC
AAC Chair	Patrick Mitchell, CEC, AAC
Community Outreach Chair	Larry Delgado
Certification Chair	Michael Smith, CEC, CCA
Social Chair	Heather Kurima
Austin Chapter	Robert Hale
Chefs of the Coastal Bend	Dean Sprague, CEC
Concho Valley Chapter	Chad Lowry
Dallas Chapter	Gene Christiano, CEC
East Texas Chapter	Brett Keckeisen
Red River Chapter	Joanna Bryant
Rio Grande Valley Chapter	Joanna Martinez
TCA Administrator	Sam Brewster
Guests:	
Fort Worth Chapter	Caroline Taylor

D. Sergeant at Arms: Len Pawelek, CEC was appointed as Sergeant at Arms.

E. Welcome & Introductions: Introductions of the Officers and Directors were performed. Two proxies were announced, Caroline Taylor representing the Fort Worth Chapter and Heather Kurima representing the San Antonio Chapter.

F. Review of Minutes: Mark Schneider, CEC, CCE, AAC referenced the 2019 Summer Board Meeting minutes and 2019 General Session meeting minutes. Dean Sprague, CEC presented a motion to accept the minutes as presented. The motion was seconded by Robert Hale and moved by the Board.

G. Review of Meeting Agenda: Mark Schneider, CEC, CCE, AAC requested additions to the meeting agenda under New Business. There were no recommendations and the agenda was approved as presented.

II. Officer Reports

A. Chairman of the Board: Mark Schneider, CEC, CCE, AAC had no grievances to report and expressed his excitement about the communication taking place among Chapter Directors on a regular basis.

B. President: President Kelly explained that focus over the next few months will be on the ACF's National Convention in Dallas. He added that he would like to make more Chapter visits and encourage Chapter Directors to reach and provide dates for Chapter visits.

C. 1st Vice President: Len Pawelek, CEC referenced the status of the Finance Committee and informed the Board that he will be forming the committee according to the bylaws, which include Chapter Treasurers and select Chapter members. The committee will focus on financial forecasting, transparency and training future TCA leaders. Pawelek announced one distribution from the Chef Relief account for the passing of Robert Vivion and he encouraged Chapters to donate to the Chef Relief fund. Finally, Chef Pawelek announced the CVP renewals of Ben E. Keith, Texas Beef Council and Boiron Americas. The remaining CVP partners from 2019 require follow up.

D. 2nd Vice President: Rick Neal, CEC expressed excitement for the 2020 ACF Convention and explained that he's working on a Chef Coat and some fundraising ideas. He also acknowledged the joint efforts of the Dallas and East Texas Chapters at the Treats of Christmas event.

E. State Culinary Student Ambassador: No Report

F. Certification Chair: Michael Smith, CEC, CCA explained that he's working to increase the number of proctors to reach more regions of Texas. Currently, there are 22 proctors and the majority of them are in the North East part of the state. He stated that three members are signed up for their practical and an additional four are on the horizon.

G. Social Media Chair: Heather Kurima commented that creating content for social media is a full-time job and she asked Chapter Directors for their assistance. To do so, Chef Kurima developed a content calendar with four categories:

1. Chapter Awards
2. Chapter Events
3. Member Highlights
4. Certification Information

The content calendar assigns Board members with providing content in one of the above categories each month. Robert Hale recommended "tagging" the TCA in all posts and perhaps adding a hashtag. President Cook requested a "best practices" guide for submitting content.

H. Community Outreach Chair: As Community Outreach Chair, Chef Larry Delgado presented two recommendations to the Board. 1) Approve the expense of \$1,140 for the purchase of 1,000 new Chef Relief lapel pins. A portion of the pins will be distributed to local Chapters and the remaining pins will be sold at the ACF Convention. Gene Christiano, CEC presented a motion to authorize the purchase. The motion was seconded by Rick Neal, CEC. It was recommended that proceeds from the pin sales are applied to reimburse the expense of the pins and the remaining proceeds go to the Chef Relief restricted account. The motion was voted upon and approved by the Board. 2) Amend the Chef Relief applications to remove verbiage that relates to the applicants local Chapter involvement. Chef Delgado expressed that active membership should make the applicant eligible to apply for Chef Relief funds. The Board was in agreement that the chapter involvement criteria should be removed from the Chef Relief bereavement application. A discussion ensued about an applicant's chapter involvement for the Chef Relief hardship application. Mark Schneider, CEC, AAC explained that chapter involvement serves as a way to safeguard Chef Relief funds. President Cook noted that the Chapter Director is responsible for vetting the legitimacy of the applicant's claim. He continued that once the Chapter Director approves the application, the funds should be authorized by the appropriate TCA Officers. Dean Sprague, CEC presented a motion to amend the Chef Relief bereavement application, which was seconded by Robert Hale and approved by the Board. President Cook requested that Larry Delgado work with Len Pawelek to develop criteria for Chapter Director's to evaluate Chef Relief hardship applicants and make a recommendation to the Board.

I. American Academy of Chefs Chair: Patrick Mitchell, CEC, AAC announced two applications for the Academy in Tim Prefontaine, CEC, and Leslie Bartosh, CEC. He added that there is an honorary member in the works as well. Chef Mitchell stated that the AAC is working with the Chaîne de Rotisseurs on a joint scholarship dinner to take place in conjunction with the ACF Convention at Cowboy's/AT&T Stadium on Tuesday, July 21st. He's working to get product donated for the dinner, which will feature a reception and seven courses. The TCA will be providing chefs for four of the courses. They are still working on a theme for the dinner but are hoping to sell 200 tickets at \$250.

III. Old Business

A. ACF National Convention: The Board reviewed the 2020 ACF National Convention: Dallas Host Chapter Ambassador Agreement. Section IV. Host Chapter Responsibilities outlines various opportunities for the host Chapter to generate revenue through various volunteer, fundraising and participation-based initiatives. Gene Christiano, CEC, commented that participation and representation is the most significant way the TCA can support the ACF Convention. He noted that the host Chapter receives \$2,000 if 25% of its dual members register to attend the convention. He acknowledged that the ACF Convention is a significant expense that not all members can afford. Chef Christiano and other Chapter Directors proposed a plan to create a Fellowship program to sponsor the attendance of TCA dual members to ensure that the 25% attendance goal is achieved. At the early registration rate of \$700, the program would offer \$300 towards the registration fee from the TCA, \$200 from the attendee's host Chapter and the attendee would be required to pay the additional \$200. The expenses from the TCA would be offset by the various incentive revenue generated through the

ACF's Host Chapter agreement as well as applying restricted funds from the 1st Time Convention Attendee account. A discussion ensued on whether or not the 1st Time Convention Attendee funds could be used for an ACF Convention. It was recommended that the funds in restricted accounts be used for the spirit for which they were committed to the accounts and changing their purpose is a slippery slope. Rick Neal, CEC inquired about the Jack Bretzke Education restricted account and whether or not the \$500 available to each Chapter could be used towards a fundraiser or towards the registration of a Chapter member. The discussion shifted to the \$10,000 in Culinary Vision Partnership funds that are budgeted for the State Convention. Since the 2020 State Convention will have an abbreviated format, the Board discussed the possibility of applying a portion of those funds towards a sponsorship program to assist TCA members in attending the ACF Convention. Chef Schneider stressed the importance of being transparent with CVP partners that funds would be used for the ACF Convention and not the State Convention. Chef Christiano explained that Villa Real restaurant has been made available to host the 2020 State Convention. There will be very little cost to the TCA to host the General Session and Awards Lunch. Christiano expects expenses to fall between \$2,000 - \$3,000. Gene Christiano, CEC presented a motion to apply the balance of CVP funds, budgeted for the State Convention after State Convention expenses, to be utilized to sponsor the attendance of TCA/ACF members to attend the 2020 ACF Convention. The motion was seconded by Larry Delgado and opened for discussion. It was suggested that the "Education-only" category, with a fee of \$425, be the preferred registration category for the sponsorship program. The Dallas Chapter was asked to construct a budget for the TCA State Convention by March 1st in order to forecast the amount of CVP funds available for a sponsorship program. Additionally, the sponsorship program should be submitted to the Board for review by March 1st. The motion was approved by the Board. President Cook reminded Chapter Directors that each Chapter is eligible to apply for the Jack Bretzke Education funds, which can also be applied towards the Convention.

The Board continued to review the Host Chapter Responsibilities and the associated incentives for participating in each event. The responsibilities and discussion highlights were as follows:

Volunteers - \$3,000

Chapter will support on-site operations through a designated chapter volunteer coordinator and approximately 75 volunteers comprising of post-secondary culinary students and professional chefs. Detailed responsibilities for all roles are provided by the national office. The national office will also supply a tracking spreadsheet for the chapter to use.

Students from Grayson College, El Centro and other local culinary students will be tasked with volunteering. Efforts will be coordinated by each school's point of contact and Gene Christiano, CEC will employ Sign Up Genius to document volunteers. It was recommended that an offsite parking option be identified for volunteers. Heather Kurima and Gene Christiano agreed to look into a parking and potential shuttle solution.

Local Donation of Culinary Equipment - \$2,000

Local donation of culinary equipment from host chapters resources to use for education sessions, including, but not limited to: (6-8) stainless steel prep tables, (75) speed racks with (375) sheet pans, and assorted small wares as requested by the National office in advance.

It was decided that the Rio Grande Valley Chapter would reach out to Mission Restaurant Supply to see if they're interested in making a donation. In the event that Mission Restaurant Supply is not interested, this incentive will not be pursued.

Chapter Participation - \$2,000

Host chapter member participation is crucial to the success of the event. The host chapter will receive a bonus when 25% of the chapter members are registered for all or part of the conference. To encourage host chapter participation, chapter members in good standing are offered \$100.00 off a full registration through May 1, 2020 (to include full education only or full with meal options).

This will be achieved through the proposed sponsorship program and by promoting attendance at the local Chapter level. It was also stressed to promote the \$100 discount at the Chapter level for those who register prior to May 1st.

(2) Welcome Reception Chapter Tables - \$2,000

Host Chapter will have the opportunity to create (2) culinary/pastry action stations to show case the local culinary talent of their chapter members. This is the chapter's opportunity to highlight local cuisine for their fellow membership. Host Chapter should anticipate between 800-1,000 members to attend this function.

Chapter Pop-up Tastings - \$1,000

Secure at least 8 pop-up tastings (2 per day). Pop-up tastings are to include 100 individual samples per tasting. Pop up tastings are to highlight the chapter members and the local culinary flavor. Pop up tastings sourced from the host chapter must be chapter members in good standing. Pop up tastings will receive exposure to all attendees and will be announced through ACF's mobile app (Pop Up Tasting Guidelines will be provided by the National Office

The previous two incentives were discussed together. President Cook noted that the TCA can handle the labor but will need to source product; adding that this would be a good opportunity to feature our CVP partners. Joanna Bryant is working on sourcing eight different local products for the Pop-ups and will ask chefs to create based on their ingredient. President Cook explained that the Pop-ups need to be driven and coordinated by an organization, such as a school. Larry Delgado suggested a "six flags over Texas" theme for either the Welcome or Pop-ups. Joanna Bryant and Joanna Martinez agreed to coordinate efforts for the Pop-up events. Dean Sprague, CEC and Heather Kurima volunteered to coordinate the Welcome Reception tables.

Event Sponsorship Dollars

Host chapter will provide viable sponsorship sales leads for development of locally based purveyors, brokers, distributors, suppliers, vendors, and foodservice retailers for specific program needs (e.g. destination themed Welcome reception) and "exhibitor" and conference sponsorship/partnership sales.

The Board agreed to not pursue this incentive.

Chef Christiano, CEC will also employ Sign Up Genius to track volunteers for the welcome table. Chef Neal, CEC is working to identify items to raffle off each day. The final day will feature a

50/50 drawing. Christiano and the Dallas Chapter will provide credit card readers and tablets for the sale of raffle tickets and Chef Relief lapel pins.

It was referenced that the ACF is coming to Dallas on April 7th for a site visit. President Cook stated that he and Patrick Mitchell, CEC, AAC will participate and asked those interested in joining them to contact him.

Joanna Bryant inquired about the four complimentary registrations available to members of the host Chapter. At the conclusion of the meeting, a drawing was held and the following names were pulled:

- Full Registration – Len Pawelek, CEC
- Full Registration – Heather Kurima
- Education-Only Registration – Larry Delgado
- Education-Only Registration – Dean Sprague, CEC

B. Finance Committee: Len Pawelek, CEC announced the following members of the Finance Committee:

- Stephen Trummel – Rio Grande Valley Chapter
- Cassandra Armstrong – Dallas Chapter
- Chris Belanger – Fort Worth Chapter
- Reggie Martin, CEC, CCE – Houston Chapter
- Len Pawelek, CEC – Heart of Texas Chapter

C. CVP Increase: The Board reviewed the structure of the CVP program and discussed evaluating the pricing and benefits of each partnership level. 1st Vice President, Len Pawelek, CEC was asked to evaluate and propose new categories, pricing and benefits at the 2020 Summer Board Meeting. Robert Hale agreed to participate in the process.

IV. New Business

A. Financial Report: Mark Schneider, CEC, CCE, AAC stated that the association is financially stable. Schneider addressed the balance sheet and encouraged Chapters to claim their funds in the Escrow accounts. Schneider continued to review the 2019 Profit & Loss report, which showed a Net Income of \$7,041.19. Chef Schneider stressed the importance of retention and growth in membership and Culinary Vision Partners. His goal is to increase membership by 5% in 2020. Additionally, he asked all Chapters to tithe \$500 to the TCA's operating account. Chef Schneider acknowledged the following Chapter contributions for 2019:

- Dallas Chapter - \$2,375
- Brazos Valley Chapter - \$300
- Ewart Jones - \$100
- Houston Chapter - \$200
- Rio Grande Valley Chapter - \$1,000 (Chef Relief donation)
- Lone Star Culinary Team - \$2,000 (AAC donation)

At this point, the Rio Grande Valley presented a contribution of \$1,500 to the TCA operating account. Additionally, the Fort Worth Chapter donated \$250 to the TCA operating account.

Schneider proceeded to review the Restricted Accounts and the activity of each account to date. The Restricted Accounts had the following balances:

Global Chef Fund - \$2,177.62
Bernard Urban Competition Fund - \$14,961.29
Certification Reimbursement - \$7,606.95
Chef Relief - \$34,605.27
Jack Bretzke Education Fund - \$18,571.03
State Convention Scholarship - \$13,765.22
Willy Rossel Endowment - \$5,375.00

Schneider stated that he will explore options to invest funds from the Willy Rosel restricted account into an interest-bearing account. Finally, Schneider revisited the 2020 budget and outlined the following goals:

- Increase membership by 5%
- Increase CVP revenue
- Each Chapter tithes \$500 to the state operating account

In conclusion, Schneider expressed his enjoyment for serving as Treasurer and the Board thanked him for his efforts.

B. State Convention Report: Gene Christiano, CEC confirmed that the Dallas Chapter will have a budget and proposal by March 1st. It was recommended that the State Convention have a registration fee in order to incentivize attendees to show up.

C. State Awards: Sam Brewster reminded Chapter Directors of the Chapter/State Awards timeline as follows:

March – accept nominations at Chapter meetings

April – elect Chapter award recipients and submit to State Office by April 30th

May – State candidates should submit applications to State Office by May 31st

July – State Awards winners recognized at TCA State Convention

D. New Chapter Development: Rick Neal, CEC made a motion to launch a membership drive beginning March 1st through May 31st. For this period, the TCA portion of membership dues will be reduced by 50%. The motion was seconded by Robert Hale and approved by the Board. Sam Brewster will produce application specific to the Membership Drive and make them available to Chapter Directors. Additionally, Brewster announced that the ACF increased their membership dues, which impacts dues for TCA dual members. He announced that new membership applications were included in the board meeting files and had been posted on the TCA website.

V. Nominations & Elections

A. Honorary Members: President Kelly announced no nominations for Honorary membership.

B. State Officer Elections: President Kelly opened nominations for the offices of 2nd Vice President and Secretary/Treasurer. Chef Kelly announced that all nominees must accept their nomination by submitting a letter to the State Office.

VI. State Convention:

A. 2020 Dallas Chapter

B. 2021 East Texas Chapter: Brett Keckeisen announced that the East Texas Chapter is considering a cruise for the 2021 State Convention. He hopes to have further details at the Summer Board Meeting.

C. 2021 Fort Worth Chapter

VI. Roundtable/Adjournment

All members of the Board thanked Robert Hale and the Texas Beef Council for hosting a wonderful Winter Board Meeting. Gene Christiano, CEC thanked Chapter Directors for their communication and idea sharing. Joanna Bryant expressed her excitement to be involved and the positive momentum of the Red River Chapter. Joanna Martinez thanked everyone for their positive impact on students. Kelly Cook, CEC, AAC thanked everyone for their involvement and time away from home. We acknowledged the great momentum developed at TCA Board Meetings and encouraged everyone to keep the momentum and communication going forward.

A motion to adjourn the meeting at 12:06 pm was presented by Mark Schneider, CEC, AAC, seconded by Larry Delgado and approved by the Board.

Approved by:

Date

Mark Schneider, CEC, CCE, AAC
Secretary/Treasurer